

Unit 3: Advertising & Marketing

Unit #: APSDO-00093168
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Grade(s): 9, 10, 11, 12
Subject(s): Technology
Course(s): VIDEO PRODUCTION II

Unit Focus

In this unit, students will learn basic marketing techniques for creating advertisements and how to create a visual storyboard. Students will apply their learning by creating advertisements. Primary instructional materials include, but are not limited to, storyboards, tutorial, camcorders, and basic editing software.

Stage 1: Desired Results

| Established Goals | Transfer | | |
|--|---|-----------------------|--|
| <p>Standards</p> <ul style="list-style-type: none"> • Connecticut Goals and Standards <ul style="list-style-type: none"> ◦ <i>Technology Education: 7-12</i> <ul style="list-style-type: none"> ▪ DIGITAL VIDEO PRODUCTION <ul style="list-style-type: none"> ▪ DIG100 Video Production Skills. Understand video production as a communication tool and the equipment and skills required to properly communicate a message. ▪ DIG102 Pre-Production. Describe the process used for concept development and storyboarding as part of the pre-production process while focusing on the importance of communication, deadlines, and legal considerations. ▪ DIG103 Production. Identify and describe the elements of production to effectively deliver a message. ▪ DIG104 Cinematic Principles. Describe and apply fundamental camera operations, movement, and composition. ▪ DIG105 Post-Production. Identify and describe the elements of post-production to effectively deliver a message. ▪ DIG106 Media Components and Concepts. Identify and understand the technological literacy of video production. | <p><i>What kinds of long-term, independent accomplishments are desired? Students will be able to independently use their learning to...</i></p> <p>T1 (T2) Communicate effectively based on purpose, task, and audience using industry standard vocabulary and medium.</p> <p>T2 (T4) Demonstrate fluency and precision in industry standard processes.</p> | | |
| | Meaning | | |
| | Understanding(s) | Essential Question(s) | |
| | <p><i>What specifically do you want students to understand? What inferences should they make? Students will understand that...</i></p> <p>U1 (U200) Medium and communication choices (including industry standard vocabulary) impact how an audience receives and responds to the intended message.</p> <p>U2 (U400) The depth of understanding and use of industry standard processes directly relates to the sophistication and innovation of a design.</p> | | <p><i>What thought-provoking questions will foster inquiry, meaning making, and transfer? Students will keep considering...</i></p> <p>Q1 (Q200) How does my target audience shape the communication choices I make?</p> <p>Q2 (Q201) How was my message received? How can I use feedback to improve the effectiveness of my communication and solution?</p> <p>Q3 (Q302) Input: How does prior experience influence my approach?</p> <p>Q4 (Q304) Process: How am I using appropriate tools and techniques in this phase of the design?</p> <p>Q5 (Q400) How does understanding industry standard processes help me solve the problem or guide my design?</p> |
| | Acquisition | | |
| | Knowledge | Skill(s) | |

| | <p><i>What facts and basic concepts should students know and be able to recall? Students will know...</i></p> | <p><i>What discrete skills and processes should students be able to use? Students will be skilled at...</i></p> |
|--|--|---|
| | <p>K1 Marketing techniques for creating advertisements (e.g., target audience, hook, slogan, logos, calls to action the 5 Ws)</p> | <p>S1 Generating language, feeling, and/or mood that inspires the advertisement</p> <p>S2 Creating visual storyboards that shows the action of the camera (e.g., proper camera movements, zoom, angle)</p> <p>S3 Developing a hook to engage the target audience in the advertisement</p> <p>S4 Detailing key features of the product within the advertisement</p> <p>S5 Executing a plan (e.g., advanced preparation, set up, action sequences) and making necessary adjustments based on non-optimal circumstances</p> <p>S6 Editing footage professionally with proper graphics and audio that appeal to the target audience</p> |